

Your April 2012 Tourism & Hospitality Newsflash!

There were fewer visitors to New Zealand in February 2012, Overseas visitor arrivals numbered 259,100, down 3 percent from February 2011. Visitor arrivals decreased despite February having an extra day this year. Fewer visitors arrived from Hong Kong and China in February 2012 because of the earlier Chinese New Year. There were also fewer visitors from the United Kingdom and Japan. More visitors arrived from Australia due to an increase in visits by Australia-based New Zealand citizens. **Visitor arrivals in the February 2012 year numbered 2.594 million, up 2 percent from 2011.** The largest annual increases in arrivals were from Australia, China, and Malaysia. **New Zealand residents took 116,400 overseas trips in February 2012, up 12 percent from February 2011.** There were more trips to Australia (up 6,900) and the United States (up 1,300). In the February 2012 year, New Zealand residents took 2.117 million overseas trips, up 4 percent from 2011.

Source: Statistics New Zealand

Domestic Travel Survey (DTS) data to December 2011 just released shows...

Overnight Trips - Domestic travellers undertook 17.7 million trips in the year to December 2011. This is an increase of 11.3% on the previous year.

Day Trips - Domestic travellers undertook 32.4 million day trips in the year to December 2011. This is an increase of 14.7% on the previous year.

Expenditure - Spend by domestic travellers reached \$9.8 billion in the year to December 2011. This an increase of 13.9% on the previous year.

Total Tourism Expenditure (Year to March 2011) was \$23.0 billion, +2.1 percent on previous year. Tourism generated **a direct contribution to GDP of \$6.9 billion, or 3.8 percent of GDP.** The indirect value added of industries supporting tourism generated an additional \$8.8 billion to tourism. **Domestic tourism expenditure was \$13.2 billion, an increase of 2.5 percent from the previous year. International Tourist Expenditure in 2011 (\$9.7 billion) represents 16.8% of the total export earnings (\$52.4 billion).** Tourism is New Zealand's second largest export earner, followed dairy (\$11.6 billion or 19.9% of exports) in 2011. **The tourism industry directly employed 91,900 full-time equivalents** (or 4.8 percent of total employment in New Zealand), an increase of 0.6 percent from the previous year. **Tourism Contribution to GST - Tourists generated \$1.7 billion** in goods and services tax (GST) revenue.

Source: Tourism Satellite Account 2011 Report

TIA and NZHC have formed one organisation, strengthening tourism industry representation at the national level. The integrated organisation will create unified, highly focused leadership for our sector. The hotel sector is a significant contributor to tourism in New Zealand, with NZHC representing the interests of over 130 members throughout New Zealand, including international chain, large independent and privately owned hotels. NZHC members employ 11,000 staff nationally, with annual revenues of more than \$866 million.

Source: Norm Thompson

Luxury Hotel 'Groundscraper' Planned in Abandoned Shanghai Quarry - developed by Shanghai Shimao Property Group and to be managed by InterContinental Hotels Group, the hotel, named InterContinental Shimao Shanghai Wonderland, is expected to extend 19 stories into the bottom of the pit consisting of 380 rooms and underwater restaurant.

Source: Raemin Zhang

Travel professionals need to get the message through to all front line personnel that the

traveller is the customer and not the enemy: Keep prices as low as possible. No one has to take a vacation - provide travelers with good value and they will return. No one expects something for nothing, but no one wants to be taken advantage of either. Value for dollar is especially important when the world's economy is far from stable. **Create travel bundles or packages.** Often a travel package is less expensive and provides local businesses with an economic boost. Creative bundling may be one of the new building blocks of tourism. **Go beyond marketing.** Too many travel and tourism professionals see themselves as nothing more than another form of marketers. Hospitality is a lot more than mere marketing. If you see a problem, fix it rather than try to explain it away. Brilliant results come about when we show others that travel and tourism is all about creating positive memories that will last a lifetime. **Return to the basic three building blocks of tourism:** create satisfaction by providing **1. Good security, 2. Good service and 3. A clean and hospitable environment.**
Source: Dr. Peter E. Tarlow

Space Tourism Industry that is expected to be worth \$1 billion in 10 years, the head of the Federal Aviation Administration's commercial space office said recently. Rocket planes and spaceships to carry passengers beyond the atmosphere, similar to the suborbital hops taken by Mercury astronauts Alan Shepard and Virgil "Gus" Grissom in 1961, are being built and tested, with commercial flight services targeted to begin in 2013 or 2014
Source: Irene Klotz

Hotel Websites Increased Share of Bookings in Every Quarter. - In 2011, room nights booked through hotel websites grew consistently in each quarter, growing 6.8 percent in the fourth quarter compared to the same time in 2010. In the fourth quarter, other distribution channels experiencing growth in the transient segment include: online travel agencies (OTAs), like Expedia and Hotels.com, and global distribution systems (GDS) used by travel agents, up 5.7 percent and 2.8 percent respectively. Overall in the transient segment, the OTAs accounted for 11.4 percent of all hotel rooms booked for the fourth quarter; GDS accounted for 19.3 percent; hotel websites accounted for 26.5 percent; direct bookings accounted for 25.0 percent; and voice, or 1-800 numbers, accounted for 16.7 percent.
Source: TravelClick North American Distribution Review (NADR)

Top 8 Hotel Pet Hates include:

1. Dual shower/bath mixer taps.
2. Unfathomable technology which is overly-complicated is a perpetual bugbear.
3. Bathroom and dressing table mirrors with no nearby lighting.
4. Duvets that are too heavy.
5. Rooms with no natural daylight.
6. Non-removable coat hangers.
7. Long check-in.
8. Hotels that fail to disclose WiFi charges before you book.

Source: ehotelier

Cultivating the lesbian, gay, bisexual and transgender traveller can be challenging. A key question is whether hotel brands should target the LGBT market separately from others. Marriott International believes separate works. It recently refreshed its website for the LGBT traveler because its research shows that community “embraces companies that openly and progressively market to (it),”

Source: Randy Griffin, VP of global sales for Marriott.